

ROBERT B. MEYNER

Administrator

CIGARETTE ADVERTISING CODE, INC.

51 MADISON AVENUE

NEW YORK, N. Y. 10010

(1300)

20-236 (3-60) pt. 3-28

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ARTICLE IV

ADVERTISING STANDARDS

SECTION 1. All cigarette advertising and promotional activities shall be subject to the following:

- (a) Cigarette advertising shall not appear
 - (i) On television and radio programs, or in publications, directed primarily to persons under twenty-one years of age;
 - (ii) In spot announcements during any program break in, or during the program break immediately preceding or following, a television or radio program directed primarily to persons under twenty-one years of age;
 - (iii) In school, college, or university media (including athletic, theatrical and other programs);
 - (iv) In comic books, or comic supplements to newspapers.
- (b) Sample cigarettes shall not be distributed to persons under twenty-one years of age.
- (c) No sample cigarettes shall be distributed or promotional efforts conducted on school, college, or university campuses, or in their facilities, or in fraternity or sorority houses.
- (d) Cigarette advertising shall not represent that cigarette smoking is essential to social prominence, distinction, success, or sexual attraction.
- (e) Natural persons depicted as smokers in cigarette advertising shall be at least twenty-five years of age and shall not be dressed or otherwise made to appear to

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